



Euromonitor  
International

# HW Snacks in China

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## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Rising health awareness and busy lifestyles continue to boost sales

### INDUSTRY PERFORMANCE

Snacks perceived to aid weight management efforts increasingly favoured

Vegetarian becomes the top health and wellness claim in 2024

Interest in natural snacks remains strong despite drop in total sales

### WHAT'S NEXT

Snacks with functional benefits set to become more popular

Vegetarian projected to remain the leading claim in value terms

Overall demand for natural products expected to rebound

### CATEGORY DATA

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[Health and Wellness in China - Industry Overview](#)

### EXECUTIVE SUMMARY

Most health and wellness claims show growth in volume and current value terms

### INDUSTRY PERFORMANCE

Products with sugar- and fat-related claims profit from growing concerns about obesity

Interest in clean label varieties continues to rise

### WHAT'S NEXT

Outlook for health and wellness remains broadly favourable

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